



## Local Issue Ad Public File Checklist

Station WGHP

Date 9/18

1. Name of Sponsor American Crossroads

2. 9/18-9/27  
Flight dates and times

3. Next  
Name of spot/description of script/issue

4. Soured  
Substantiation provided (describe)

5. Officers and Directors of sponsor in Station Public File X  
Yes No (explain below)

6. Sponsor ID: X  
Yes No (explain below)

NOTES:

Name \_\_\_\_\_

Date \_\_\_\_\_

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

9.14.12      Steph Mury      703-299-1760  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title



WGHP-TV

## ORDER

Print Date 09/05/12

Page 1 of 3

Flight Dates 09/18/12-09/27/12

Contract / Revision 573087 /

Original Date / Revision  
09/05/12 09/05/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 691

Alt Order # 9776304

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 3

Advertiser Ref

*New*Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 26% Market Value 72346

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	30%	21703
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	37%	26768
WXLV	7%	5064

## Order Totals

## Billing Plan

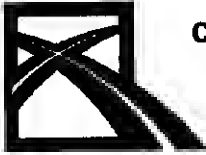
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$15,988.50	\$18,810.00	0.00	08/27/12	09/26/12	19	\$15,988.50	\$18,810.00
Totals	19	\$15,988.50	\$18,810.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	8	09/19/12	09/19/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
FOX8-NWS-5.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$400.00		0.00			
E 2	8	09/26/12	09/26/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
FOX8-NWS-5.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$400.00		0.00			
E 3	8	09/24/12	09/24/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	M-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
FOX8-NWS-6.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	8	09/24/12	09/24/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	M-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
FOX8-NWS-6.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$900.00		0.00						
E 4	8	09/21/12	09/21/12	M-F 7-8a Fox 8 Morning News	CM-All	7-8a	----F--	:30	1	\$900.00	3	0.00	NM	1	\$900.00
FOX8-NWS-6.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$900.00		0.00						
E 5	8	09/25/12	09/25/12	M-F 7-8a Fox 8 Morning News	CM-All	7-8a	-T-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
FOX8-NWS-6.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$900.00		0.00						
E 6	8	09/24/12	09/24/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	M-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
FOX8-NWS-8.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$900.00		0.00						
E 7	8	09/25/12	09/25/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	-T-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
FOX8-NWS-8.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$900.00		0.00						
E 8	8	09/19/12	09/19/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	--W----	:30	1	\$600.00	3	0.00	NM	1	\$600.00
FOX8-NWS-9:00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$600.00		0.00						
E 9	8	09/20/12	09/20/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	---T---	:30	1	\$600.00	3	0.00	NM	1	\$600.00
FOX8-NWS-9:00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$600.00		0.00						
E 10	8	09/19/12	09/19/12	M-F 12-1230p Noon News	CM-All	12-1230p	--W----	:30	1	\$200.00	5	0.00	NM	1	\$200.00
FOX8 NEWS-NOON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$200.00		0.00						
E 11	8	09/26/12	09/26/12	M-F 12-1230p Noon News	CM-All	12-1230p	--W----	:30	1	\$200.00	5	0.00	NM	1	\$200.00
FOX8 NEWS-NOON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$200.00		0.00						
E 12	8	09/20/12	09/20/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	---T---	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX8 NWS-5.00P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$1,600.00		0.00						
E 13	8	09/25/12	09/25/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	-T-----	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX8 NWS-5.00P<															



30965

**CROSSROADS MEDIA, LLC**

**MEDIA ACCOUNT**  
 66 CANAL CENTER PLAZA  
 SUITE 500  
 ALEXANDRIA, VA 22314

VIRGINIA COMMERCE BANK ALEXANDRIA,  
 VA

68-525/560

9/14/2012

PAY TO THE  
 ORDER OF

WGHP-TV

\$ \*\*15,988.50

Fifteen Thousand Nine Hundred Eighty-Eight and 50/100\*\*\*\*\*

DOLLARS

WGHP-TV  
 2005 Francis Street  
 High Point, NC 27263

*[Signature]*  
*[Signature]*  
 TWO SIGNATURES REQUIRED OVER \$10,000.00

MEMO

AmerCross NC Pres 9/18-9/27/12

⑈030965⑈ ⑆056005253⑆

⑈2006 3288⑈

30965

WGHP-TV  
 CRDSSROADS MEDIA, LLC  
 MEDIA ACCOUNT

9/14/2012

AmerCross NC Pres 9/18-9/27/12

15,988.50

Media Account

AmerCross NC Pres 9/18-9/27/12

15,988.50